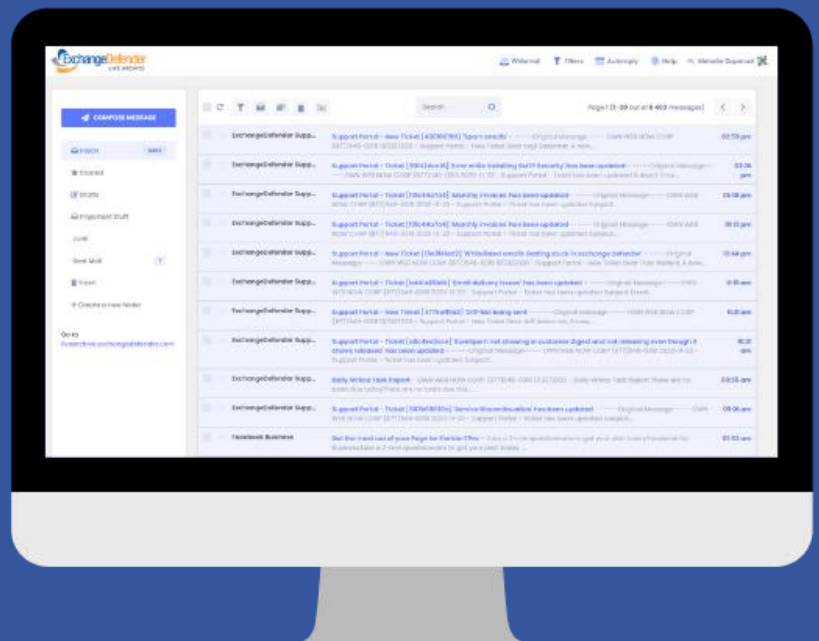


Welcome to the Live Archive Starter Kit for SMB Partners

Thank you for choosing us, we're excited to have you.

This kit includes useful information to help you learn about and start selling Live Archive.



How to use your Starter Kit

What's inside?

1 Understanding Live Archive

3 How to get technically ready

2 How to sell Live Archive

Sell with confidence

This starter kit was created to help you with the process of selling ExchangeDefender services and products. The information here is designed to help you get started, and to provide you with helpful links to key details for when you are ready to become an expert.

Get the key facts

1 Figure out what makes up Live Archive, and how it works!

Pre-Sales

Go deeper for expertise

2 Learn more about the real-world benefits that Live Archive can offer your customers

Understand your selling opportunities

3 Identify how you can sell Live Archive, sell it as an individual solution or as a bundle with another service.

Find your target customer

How to sell

4 Identify customers that need to secure their data, and how you can sell to them. Include links to key sales and marketing docs to support your sale.

Completing the transaction

5 Understand what needs to be done to complete the deal. Navigate to the service manager to start adding new accounts and services.

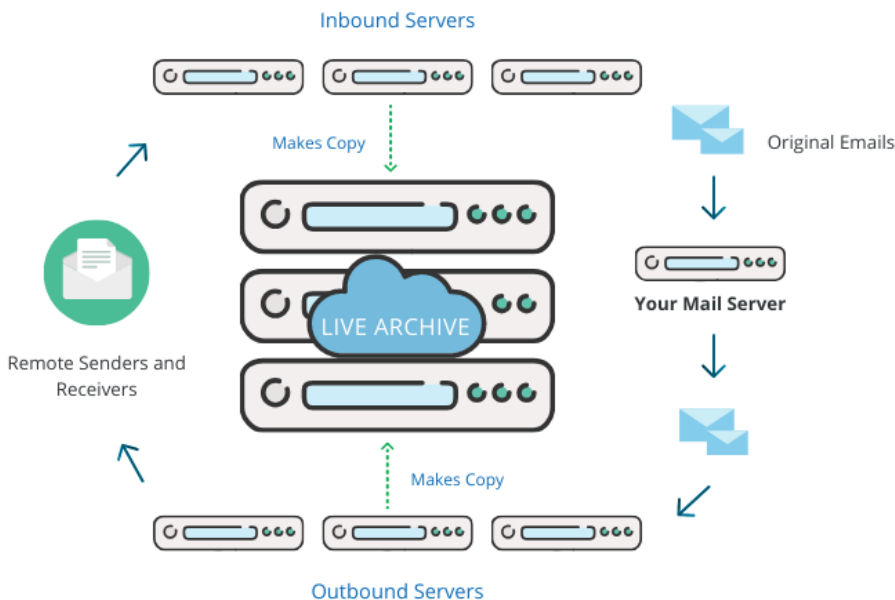
Deploy

Be a technical expert

6 Navigate to our documentation to find deep technical training and content to prepare yourself to deploy new customers.

Understanding Live Archive

Access your email even when Microsoft 365 service outages happen with ExchangeDefender Live Archive. It is designed to keep your organization in business, and keep employees sending and receiving email without interruption when disaster strikes. Live Archive is always-on, constantly archiving your sent and received email for up to one year of rolling storage. No maintenance or management to worry about in case of an outage. Live Archive is continuously uploading your mail whether your system is up or not.



Noteworthy features

- Email outage protection
- One year rolling storage
- Full Reporting
- 24/7 email archiving
- No install/ Downloads
- Mobile Friendly
- No training required
- Compatible with Outlook/Gmail
- No maintenance required

Mailbox features

- Filter by read/unread
- Mark emails as read/unread
- Star emails (mark as important)
- Delete emails
- Move emails to other folders
- Search emails with your own queries using the search bar (We need to test this a little bit further and read the entire documentation to make sure how to build those queries)
- See your folders
- See your emails

Benefits of Live Archive

Detects sensitive information automatically

Pattern-based encryption can detect credit card numbers, social security numbers, dates of birth and other account-specific data.

Prevents data leaks and data breaches

Organizations can configure their Lexicon dictionaries with specific words and word patterns that can trigger encryption mechanisms and protect from data leakage.

Provides comprehensive reporting

Corporate Encryption includes full reporting of all message activity plus Compliance Officer reporting with search capabilities to provide proof regulatory compliance.

ExchangeDefender is a leading provider in email solutions for small businesses of 50 employees or less. Live Archive is proven to be most successful in the following sectors: legal, healthcare, finance, real estate, and professional services.

Identify customers ready for Live Archive

Too many email disruptions

Profile:

- Frustrated of email problems
- Uses Outlook or Gmail with no real support

What to look for:

- Customers that are email intensive to provide services/products
- Customers that experience a lot of email outages

Outlook & Gmail users

Profile:

- Thinks email connectivity is sketchy at best
- Has an Office 365 business plan
- Uses Google G-suite

What to look for:

- Customers who want protection against outlook outages
- Does not have a disaster recovery plan for email

Wants Disaster Recovery plan

Profile:

- Uses business-grade email
- Thinks email is vital to their daily operations
- Loses money every time their email goes down

What to look for:

- Customers using Outlook and Gmail for business
- Customers with no protection or archiving for their email

BYOD / Mobile workforce

Profile:

- Self-service IT, wants the service to work automatically
- thinks company emails are vulnerable

What to look for:

- Customers who need 24/7 access to email
- Customers who are mobile/BYOD
- Customers who use Office 365

Company Reputation

Profile:

- Brand reputation is very important
- Cares about customer service
- Wants to make sure their email is always available

What to look for:

- Customers in business for 10+ years
- Customers who work in industries heavy in confidential data like healthcare, legal, and finance.

Useful links

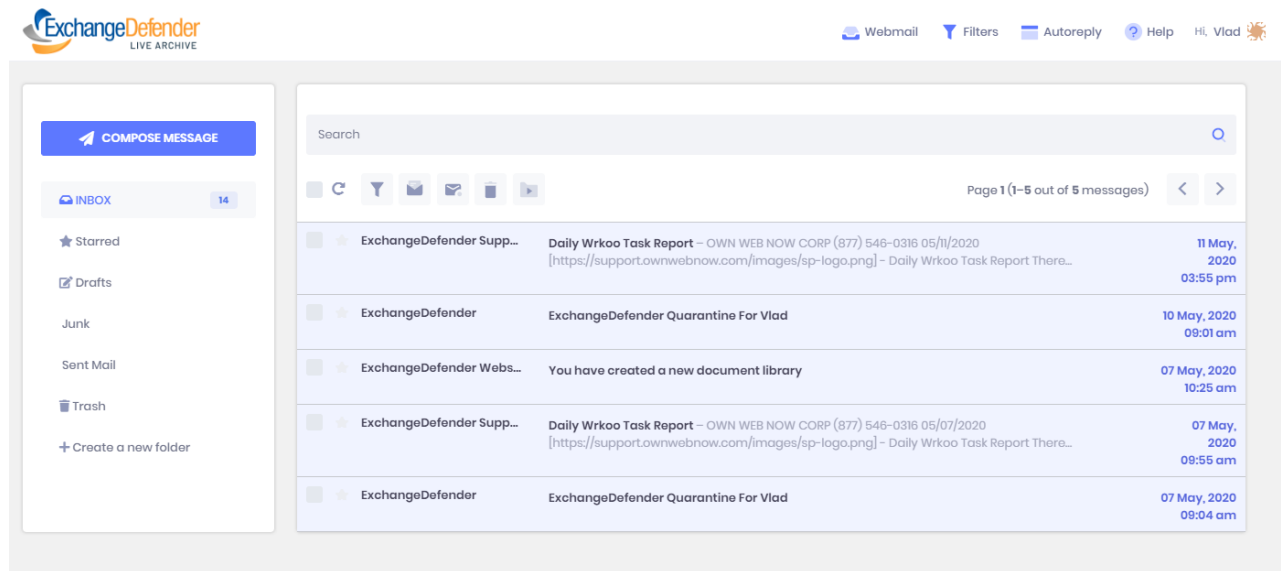
[Live Archive Product Page](#)

[Complimentary Branding Request](#)

[Live Archive Data sheet](#)

[Live Archive Features](#)

How to get technically ready



How to Access

To access Live Archive, simply visit www.livearchive.us and login using your ExchangeDefender Admin credentials. You can also access Live Archive by logging into admin.exchangedefender.com (user level) > Quick launch > Live Archive. To enable the Live Archive service, navigate to the [ExchangeDefender Admin portal](#), and login (please login at domain level), select Accounts > Configuration > Mail Delivery > Feature > Enable. Please note: Your Live Archive password is the same as your Admin Portal password.

Compose new email

To send a new email, tap the blue compose new message button. You will be able to write a new message, attach files, save as draft, and also send HTML emails.

Partner support for Live Archive

All ExchangeDefender services come equipped with access to our [support portal](#). Inside the portal you'll find our service manager, updated knowledgebase, and our NOC center for service checkups. You have the ability to submit a ticket with any technical questions or service issues you may have.

Useful links for technical questions

Service Descriptions

Looking for answers to a complex question about Live Archive? Visit our features page that has [all features](#), and capabilities of the service.

Deployment / Management Guide

Take advantage of our [deployment guide](#) to properly deploy and manage the service. You can use the same documentation for end users.